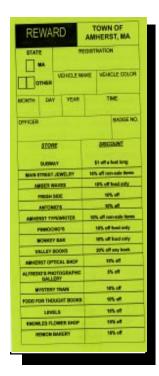


Thank You Ticket Campaign



What: Thank you tickets are notices handed to drivers thanking them for wearing their safety belts. As a way of saying thank you, an entry form for a raffle is included on the ticket. Prizes are solicited from local businesses and a raffle is held from all entries received by the campaign end date.

Why: These tickets are helpful because they allow officers to positively interact with the public, show a commitment to community safety and afford an opportunity to work with local businesses to promote the buckle up message.

Basics:

- 1. Send a letter to or visit with local businesses, insurance agencies or towing companies that might be willing to support such a program. Explain the program using example tickets from other communities and ask for whatever they can donate.
- 2. Using the sample format attached or one of your own, create your own Department's thank you ticket. Make sure to list sponsors and prizes available on the ticket. Set a deadline for receiving entries and a date for the drawing itself.
- 3. Inform officers in your Department of the availability of these tickets and strategize distribution. Consider events where people will be in their cars as places to distribute the tickets:

High school sporting events

Entrances/exits to high volume parking lots

- 4. Write a press release announcing the program. Send a reminder media alert on the day of the drawing. *
- 6. On the day chosen, draw prize winners. Consider asking the chief or local elected official to draw the winning names.

Enhancement Options:

- 1. Have two volunteers dress up as Vince and Larry, the Crash Test Dummies. Instruct volunteers on proper, safe procedures.
- 2. Reward buckled up motorists by distributing incentive items such as key chains, stickers or pencils.
- 3. Invite the Chief to distribute them at a local event (for example, an annual summer fair or other community event where people must park) and interact with the public.

*Indicates sample materials attached.

Instructions:

Take either sample Thank You Ticket to your local copy shop or printer and ask them to design your police department's Thank You ticket. Replace the sample information with your own. Estimate needing about 2,000. Have them made into pads of about 100 tickets each.

Thank you for wearing your safety belt!



You are qualified to enter our raffle:

1st Prize: \$1,000 Savings Bond 2nd Prize: \$100 Savings Bond

Prizes donated by our generous Westfield sponsors.

Fill out and return to be entered to win:

Name
Address
Phone Number

Mail this portion of your
Thank You Ticket to the address on the back to
be entered in the raffle! Entries must be
postmarked by May 1, 2000

Safety Belts Save Lives! Thanks for using yours.

The Westfield Police Department thanks the following campaign sponsors:

- Westfield Police Association
- Westfield Association of Insurance Agents:

Agan Insurance

John J. Palczynski

Roger Butler Insurance

The Colton Agency

The Tierney Group

Westfield Mutual Insurance

- · Gary's All Night Towing
- Michael's Frame & Collision
- Northside Towing
- Prifti Motors, Inc.

Ticket printing funded by the Governor's Highway Safety Bureau

Mail this ticket to:

Traffic Bureau Westfield Police Department 15 Washington Street Westfield, MA 01085

Walk-ins will not be accepted. Winners will be contacted by mail.

Instructions:

Take this page to your local copy shop or printer and ask them to design your police department's Thank You ticket. Replace the sample information with your own.

REWARD			TOWN OF AMHERST, MA		
STATE MA		RE	GIST	RATION	٧
OTHER	VEHICLE MAKE		KE	VEHICLE COLOR	
MONTH DAY	YEAR			TIME	
OFFICER					BADGE NO
STORE			DISCOUNT		
SUBWAY			\$1 off a foot long		
MAIN STREET JEWELRY			15% off non-sale items		
AMBER WAVES			10% off food only		
FRESH SIDE			10% off		
ANTONIO'S			10% off		
AMHERST TYPEWRITER			10% off non-sale items		
PINNOCHIO'S			10% off food only		
MONKEY BAR			10% off food only		
VALLEY BOOKS			20% off any book		
AMHERST OPTICAL SHOP			10% off		
ALFREDO'S PHOTOGRAPHIC GALLERY			5% off		
MYSTERY TRAIN			10% off		
FOOD FOR THOUGHT BOOKS			10% off		
LEVELS			10% off		
KNOWLES FLOWER SHOP			10% off		
HENION BAKERY			10% off		